

ENTERPRISE OFFICE HONORED

The "Torrance Enterprise" and "News Letter" office was honored Monday evening when twelve of Torrance's business men called to inspect the modern printing plant of the above papers. Those who were in the party were H. E. Paige, Sam Rappaport, Sam Levy, L. E. Bennett, H. H. C. Hammerton, E. X. Andem, Fred Lessing, W. C. Von Hagen, P. G. Briney, A. H. Bartlett, Geo. Proctor. They saw a newspaper made up, presses and linotype running and the reportorial staff swamped with copy for a twelve page paper. Ad Writer Frishman showed his "ad copy tank," which is bottomless when it comes writing ads that pull.

PAIGE SAYS

On another page of this newspaper one of Torrance's "Live Wire Merchants" adopts in strong language "the Trade at Home" slogan in his advertisement.

He doesn't urge you to trade only at his particular store, and this shows his public spiritedness and unselfishness. But at the same time he gives some reasons why you will help yourself by so doing. He backs them up with a few prices. You can see for yourself they're as low as you can get—anywhere, and get value, likewise satisfaction. For Paige won't carry cheap stuff—meaning by "cheap," inferior products. There is oodles of them on the market, but Paige passes them up. He knows they are cheap stuff. He knows his customers. And he knows the combination won't spell satisfaction. Also he knows that old adage truer to day than ever before, that "A satisfied customer is the best advertisement."

At this store customers receive satisfaction. This is accomplished in several ways. One is in trading in a clean, pretty store. Did you ever chance to go into a dirty one? And as you watched the flies crawl all over the meat you had hoped to relish? Suddenly find appetite and relish (and possibly your last meal) take hasty leave? Which reminds us of the hungry passenger in the observation car asking the Car-Sick passenger, "Where do we make our breakfast stop?" to which the C. S. P. replied "you can make your stop where you darn please. I'm hittin' the fence with most 'o mine."

Another satisfaction in trading at home with Paige is, customers get a come-back. Our wife was telling us the other day that our neighbor, Mrs. Bjones listened to the siren song of a coffee peddler. Mrs. Bjones always looking for a "bargain." She got one—a 2-pound package of an unknown, unbranded coffee for 60c per lb. She could have bought in any store at home, vacuum packed coffee for 50c to 55c per pound. "Vacuum-packed is high grade." She didn't relish her coffee, but she had no "come-back."

Another satisfaction in trading in home stores, as Paige truly says, is that, of course, the more you patronize it the better he can serve you; quick turnover means newer and later stocks, constant searching of the markets for the latest and best goods, helps to build up your own city, for remember, your patient, long suffering grocer is about the first one you call on to

sell tickets to, from baby shows to a Ponzl investment and the success and expansion of his business enhances the value of your property and that of your neighbor. Now what about the peddler of tea, coffee, bread, and vegetables? Does he leave any of his money in your town? Does he pay any tax there? Any rent? any license? Subscribe to any town benefits whatever? We'll say he don't. Rent-free, tax-free, but with license and liberty he gaily roams through town, takes your money out and leaves his (often) short-weight products behind but not his card nor his telephone number. One of them was selling corn recently at 2 for 15c, when Paige was selling 6 for 25c, and I overheard the latter that morning giving his order to his wholesaler, "Bring me the best you can get—even if its costs more—bring me the best there is to be had."

Now he has something new for you. A new up-to-date bakery is just being established in Lomita; Paige has made arrangements by which he will have hot bread and rolls delivered both morning and afternoon; we think that sounds pretty fine.

Also for the housewife is an opportunity to garnish her kitchen with the life-time Aluminum Ware. This appeals especially as desirable gifts for Christmas season, and at one-half to two-thirds saving over department-store prices. Ask about this ware when you are in. Then look about you at the shelves all laden with the finest procurable, in Iris, Heinz and Jevne's specialties. Did you ever see a better display? When next you have a bill of goods to buy better carry it to H. E. Paige himself and let him show you where he can save you time, gasoline, strength, tires, and money.—Advertisement.

CHICAGO TO TORRANCE

N. B. Pennock, wife and daughter of Chicago were guests of Mr. and Mrs. E. X. Andem on last Sunday. Mr. Pennock is representative of S. W. Straus & Company, and is on the coast on business in connection with the Alexandria Hotel, Los Angeles and the Ambassador Hotel of Santa Barbara.

LOMITA WINS

Wednesday, October 27, Lomita played Torrance hand-ball again and won by 5-6. The game was called at the end of the eighth inning on account of darkness.

Torrance Enterprise—\$2.00 a year.

**A Hearty
Welcome
To You....**

—AT THE—

W. H. Roberts

Confectionery and Cafeteria
New Steffens Building

We are now open and ready for business and will be glad to see you. We have one of the most complete and up-to-the minute establishments in Southern California, as we have installed a complete arrangement of fine fixtures and my fine Soda Fountain and Steam Table. We shall at all times carry a full line of Candies, Cigars and Tobacco. We shall specialize on fine Lunches in the way of Short Orders for Breakfast and Supper, while at Noon we will serve an excellent

Cafeteria Luncheon

It shall be our pleasure to have you call and see us and allow us to serve you.

Specials

FOR ONE WEEK

- Pork Steak.....38
- Pork Shoulder.....28
- Leg Pork.....36
- Pot Roast.....20 and 22
- Shoulder Steak.....22
- Brisket.....17 1/2
- Bacon, light.....45
- Bacon, medium.....55

- Compound.....20
- Lard.....30
- Nucoa.....35
- Eggs.....Market Rate
- Butter.....Market Rate
- Nell's Special Blend
- Coffee.....45

- \$1.50 Brooms.....\$1.20
- \$1.10 Brooms.....\$1.00

BARGAINS IN SOAP

- Lenox, 5 Bars.....25
- White Navy, 5 Bars.....25
- Bleach, 6 Bars.....25
- Jevne Hotel Blend
- Coffee.....40
- Jack Frost Marshmallow Cream.....35

CITY CASH MARKET

FRANK NELL, Prop.
21801 Cabrillo Ave.
TORRANCE

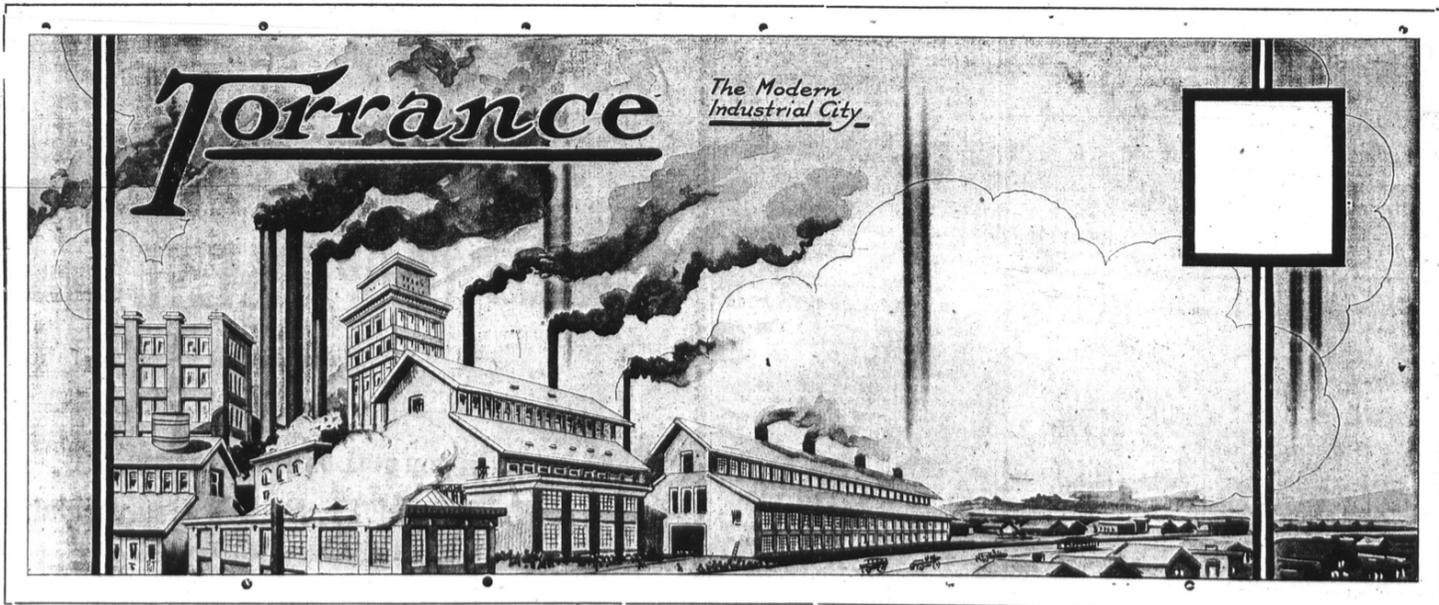
RESIDENCE LOTS

FINE HOMES

Save Time

Save Money

SAVE HEALTH



Why travel on crowded cars long distances to and from work when you may reach your home here in Torrance a few minutes after you leave your plant? You consume lots of valuable time traveling. It costs you considerable money. It is a drain on your health. Think it over and see us about a home in this growing city.

Dominguez Land Corporation

FIRST NATIONAL BANK BUILDING

PHONE 5

TORRANCE, CAL.